JOURNAL OF Marketing

SUBJECT AND AUTHOR INDEX TO VOLUME 42

Number 1—January 1978
Number 2—April 1978
Number 3—July 1978
Number 4—October 1978

American Marketing Association
222 S. Riverside Plaza
Chicago, Illinois 60606

SUBJECT INDEX

Item Number — *Authors*

ADVERTISING AND PROMOTION

1. Do You Appeal to "Catch 30"? . . . . . *Susan Datres Himmelstein*
Vol. 42, No. 1, January 1978, p. 14

2. Coordinating International Advertising . . . . . *Dean M. Peebles, John K. Ryans Jr., and Ivan R. Vernon*
Vol. 42, No. 1, January 1978, pp. 28–34

3. Consumer Confusion and Trademark Infringement . . . . . *George Miaoulis and Nancy D'Amato*
Vol. 42, No. 2, April 1978, pp. 48–55

4. Advertising and the First Amendment . . . . . *Dorothy Cohen*
Vol. 42, No. 3, July 1978, pp. 59–68

5. How the Legal Profession Views Legal Service Advertising . . . . . *Terence Shimp and Robert Dyer*
Vol. 42, No. 3, July 1978, pp. 74–81

6. The Effectiveness of Bank Premiums . . . . . *Robert F. Preston, F. Robert Dwyer, and William Rudelius*
Vol. 42, No. 3, July 1978, pp. 96–101

7. Consumer Response to Promotional Deals . . . . . *B. C. Cotton and Emerson M. Babb*
Vol. 42, No. 3, July 1978, pp. 109–113

8. Black and White Children: Perceptions of TV Commercials. . . . . *Thomas R. Donohue, Timothy P. Meyer, and Lucy L. Henke*
Vol. 42, No. 4, October 1978, pp. 34–40

AWARD ANNOUNCEMENTS

9. Alpha Kappa Psi Foundation Award . . . . . *George S. Day*
Vol. 42, No. 2, April 1978, p. 9

10. Harold H. Maynard Award . . . . . *Robert Bartels and Roger L. Jenkins*
Vol. 42, No. 2, April 1978, p. 9

CALL TO ACTION

11. Marketing and No-Fault Antitrust . . . . . *Kevin F. McCrohan*
Vol. 42, No. 1, January 1978, p. 11

12. Telephone Solicitation Legislation . . . . . *Ray O. Werner*
Vol. 42, No. 2, April 1978, p. 111

13. Guest Editorial . . . . . *Leslie K. Kanuk*
Vol. 42, No. 3, July 1978, p. 10

CHANNELS OF DISTRIBUTION

14. Auditing Distribution Channels . . . . . *William G. Browne and E. D. (Pat) Reiten*
Vol. 42, No. 3, July 1978, pp. 38–42

15. Selection of an Effective Channel Control Mix . . . . . *Michael Etgar*
Vol. 42, No. 3, July 1978, pp. 53–58

COMMUNICATIONS AND PUBLIC RELATIONS

16. Developing a Market for a New E.F.T.S. Bank Service. . . . . *Donald E. Vinson and Wayne McVandon*
Vol. 42, No. 2, April 1978, pp. 83–86

17. Marketing and Public Relations . . . . . *Philip Kotler and William Mindak*
Vol. 42, No. 4, October 1978, pp. 13–20

Item Number *Authors*

CONSUMER BEHAVIOR

18. A New Method for Studying Family Decision-Making . . . . . *Peter H. Webb*
Vol. 42, No. 1, January 1978, p. 12

19. Changes in Consumer Food Expenditure Patterns . . . . . *David S. Rogers and Howard L. Green*
Vol. 42, No. 2, April 1978, pp. 14–19

20. Consumer's Perceptions of the Product-Use Situation . . . . . *Geraldine Fennell*
Vol. 42, No. 2, April 1978, pp. 38–47

21. Consumer Confusion and Trademark Infringement . . . . . *George Miaoulis and Nancy D'Amato*
Vol. 42, No. 2, April 1978, pp. 48–55

22. Measurement of Consumer Satisfaction: An Innovation . . . . . *Ernest R. Cadotte and Larry M. Robinson*
Vol. 42, No. 3, July 1978, p. 8

23. The Attitude Change-Behavior Change Problem . . . . . *James W. Taylor and Robert M. Jones*
Vol. 42, No. 3, July 1978, p. 9

24. Consumer Response to Promotional Deals . . . . . *B. C. Cotton and Emerson M. Babb*
Vol. 42, No. 3, July 1978, pp. 109–113

25. Consumer Views of Redress Needs . . . . . *Betty J. Diener and Stephen A. Greyser*
Vol. 42, No. 4, October 1978, pp. 21–27

26. Observation of Parent-Child Interaction in Supermarket Decision-Making . . . . . *Charles K. Atkin*
Vol. 42, No. 4, October 1978, pp. 41–45

27. Satisfaction/Dissatisfaction in the Purchase Decision Process . . . . . *Robert A. Westbrook,*
Vol. 42, No. 4, October 1978, pp. 54–60 *Joseph W. Newman, and James R. Taylor*

28. Environmentally Concerned Consumers—Racial Variations . . . . . *Patrick E. Murphy,*
Vol. 42, No. 4, October 1978, pp. 61–66 *Norman Kangun, and William B. Locander*

29. Fraudulent Behavior by Consumers . . . . . *Robert E. Wilkes*
Vol. 42, No. 4, October 1978, pp. 67–75

GOVERNMENTAL AND REGULATORY ASPECTS

30. Fair Trade Laws—How Fair? . . . . . *L. Louise Luchsinger and Patrick M. Dunne*
Vol. 42, No. 1, January 1978, pp. 50–53

31. Reciprocity: Gone But Not Forgotten . . . . . *F. Robert Finney*
Vol. 42, No. 1, January 1978, pp. 54–59

32. The "New" Supreme Court and the Marketing Environment, 1975–1977 . . . . . *Ray O. Werner*
Vol. 42, No. 2, April 1978, pp. 56–62

33. Advertising and the First Amendment . . . . . *Dorothy Cohen*
Vol. 42, No. 3, July 1978, pp. 59–68

HISTORY AND TRENDS

34. Reciprocity: Gone But Not Forgotten . . . . . *F. Robert Finney*
Vol. 42, No. 1, January 1978, pp. 54–59

35. The "New" Supreme Court and the Marketing Environment, 1975–1977 . . . . . *Ray O. Werner*
Vol. 42, No. 2, April 1978, pp. 56–62

36. The Kondratieff Wave . . . . . *Henry O. Pruden*
Vol. 42, No. 2, April 1978, pp. 63–70

37. Consumer Research: A State of the Art Review . . . . . *Jacob Jacoby*
Vol. 42, No. 2, April 1978, pp. 87–96

38. Gotterdammering for Marketing? . . . . . *David Carson*
Vol. 42, No. 3, July 1978, pp. 11–19

39. B for Marketing Research Departments . . . . . *James R. Krum*
Vol. 42, No. 4, October 1978, pp. 8–12

Item Number — *Authors*

INDUSTRIAL MARKETING

40. Management Science in Industrial Marketing . . . . . *Frederick E. Webster Jr.*
Vol. 42, No. 1, January 1978, pp. 21–27

41. Bidding for the Sake of Follow-On Contracts . . . . . *Douglas G. Brooks*
Vol. 42, No. 1, January 1978, pp. 35–38

42. Successful Industrial Products from Consumer Ideas . . . . . *Eric von Hippel*
Vol. 42, No. 1, January 1978, pp. 39–49

43. Marketing Productivity in Consumer Goods Industries—A Vertical Perspective . . . . . *Robert L. Steiner*
Vol. 42, No. 1, January 1978, pp. 60–70

44. Industrial Lease Marketing . . . . . *Paul F. Anderson and William Lazer*
Vol. 42, No. 1, January 1978, pp. 71–79

45. Assessing the Quality of Industrial Products . . . . . *Phillip D. White and Edward W. Cundiff*
Vol. 42, No. 1, January 1978, pp. 80–86

46. Women in Industrial Selling . . . . . *Leslie Kanuk*
Vol. 42, No. 1, January 1978, pp. 87–91

47. Same Job—Different Views: Women and Men in Industrial Sales . . . . . *John E. Swan, Charles M. Futrell, and John T. Todd*
Vol. 42, No. 1, January 1978, pp. 92–98

48. Unsuccessful Innovation in the Industrial Market . . . . . *Peter M. Banting*
Vol. 42, No. 1, January 1978, pp. 99–100

49. Assessing Response to Industrial Marketing Strategy . . . . . *Jean-Marie Choffray and Gary L. Lilien*
Vol. 42, No. 2, April 1978, pp. 20–31

50. Market-Based Guidelines for Design of Industrial Products . . . . . *Yoram Wind, John F. Grashof, and Joel D. Goldhar*
Vol. 42, No. 3, July 1978, p. 27–37

51. B for Marketing Research Departments . . . . . *James R. Krum*
Vol. 42, No. 4, October 1978, pp. 8–12

52. The Energy Market for High-Technology Companies . . . . . *Harry M. St. John*
Vol. 42, No. 4, October 1978, pp. 46–53

INTERNATIONAL MARKETING

53. Coordinating International Advertising . . . . . *Dean M. Peebles, John K. Ryans Jr., and Ivan R. Vernon*
Vol. 42, No. 1, January 1978, pp. 28–34

54. A Cross-National Study of Perceived Risk . . . . . *Robert J. Hoover, Robert T. Green, and Joel Saegert*
Vol. 42, No. 3, July 1978, pp. 102–108

55. Identifying Trade Areas for Consumer Goods in Foreign Markets . . . . . *Richard P. Carr Jr.*
Vol. 42, No. 4, October 1978, pp. 76–80

MARKETING MANAGEMENT

56. Management Science in Industrial Marketing . . . . . *Frederick E. Webster Jr.*
Vol. 42, No. 1, January 1978, pp. 21–27

57. Marketing Productivity in Consumer Goods Industries—A Vertical Perspective . . . . . *Robert L. Steiner*
Vol. 42, No. 1, January 1978, pp. 60–70

58. A Product Positioning Model: Problems and Possibilities . . . . . *Clive Lawler-Wilson and Ian Fenwick*
Vol. 42, No. 2, April 1978, p. 13

59. Management and Consumers in an Era of Stagflation . . . . . *Avraham Shama*
Vol. 42, No. 3, July 1978, pp. 43–52

60. Ethical Beliefs of Marketing Managers . . . . . *O. C. Ferrell and K. Mark Weaver*
Vol. 42, No. 3, July 1978, pp. 69–73

Item Number — *Authors*

61. Product Management on Trial. . . . . *Richard T. Hise and J. Patrick Kelly*
Vol. 42, No. 4, October 1978, pp. 28–33

PLANNING AND STRATEGY

62. Assessing Response to Industrial Marketing Strategy . . . . . *Jean-Marie Choffray and Gary L. Lilien*
Vol. 42, No. 2, April 1978, pp. 20–31

63. Price-Cost Planning . . . . . *C. Davis Fogg and Kent H. Kohnken*
Vol. 42, No. 2, April 1978, pp. 97–106

64. Strategic Windows. . . . . *Derek F. Abell*
Vol. 42, No. 3, July 1978, pp. 21–26

PRICING

65. Price-Cost Planning . . . . . *C. Davis Fogg and Kent H. Kohnken*
Vol. 42, No. 2, April 1978, pp. 97–106

RESEARCH AND FORECASTING

66. Marketing Literature: How to Find It With a Computer. . . . . *John Wish, Rod Slade, and Susan Emerson*
Vol. 42, No. 2, April 1978, p. 12

67. A Product Positioning Model: Problems and Possibilities . . . . . *Clive Lawler-Wilson and Ian Fenwick*
Vol. 42, No. 2, April 1978, p. 13

68. Research and Other Applications of the Marketing Abstracts . . . . . *Walter Gross*
Vol. 42, No. 2, April 1978, pp. 32–37

69. Consumer Research: A State of the Art Review . . . . . *Jacob Jacoby*
Vol. 42, No. 2, April 1978, pp. 87–96

70. Measurement of Consumer Satisfaction: An Innovation. . . . . *Ernest R. Cadotte and Larry M. Robinson*
Vol. 42, No. 3, July 1978, p. 8

71. Market-Based Guidelines for Design of Industrial Products . . . . . *Yoram Wind,*
Vol. 42, No. 3, July 1978, pp. 27–37 *John F. Grashof, and Joel D. Goldhar*

72. Concept Evaluation and Marketing Segmentation . . . . . *Mark Moriarty and M. Venkatesan*
Vol. 42, No. 3, July 1978, pp. 82–86

73. A Response Rate Experiment Using Mail Questionnaires . . . . . *David P. Labrecque*
Vol. 42, No. 4, October 1978, pp. 82–83

RETAILING

74. Revitalizing Downtown Shopping Requires More than Cosmetification. . . . . *Walter Gross*
Vol. 42, No. 1, January 1978, p. 13

SALES MANAGEMENT AND SELLING

75. Women in Industrial Selling. . . . . *Leslie Kanuk*
Vol. 42, No. 1, January 1978, pp. 87–91

76. Same Job—Different Views: Women and Men in Industrial Sales . . . . . *John E. Swan,*
Vol. 42, No. 1, January 1978, pp. 92–98 *Charles M. Futrell, and John T. Todd*

77. "BARS" Performance Rating for Sales Force Personnel . . . . . *A. Benton Cocanougher and John M. Ivancevich*
Vol. 42, No. 3, July 1978, pp. 87–95

Item Number — *Authors*

SECTIONS

78. Audio-Visual Corner . . . . . *Julian E. Yudelson*
Vol. 42, No. 1, January 1978, p. 127; Vol. 42, No. 2, April 1978, p. 134

79. From the Editor . . . . . *Edward C. Bursk*
Vol. 42, No. 1, January 1978, p. 9; Vol. 42, No. 3, July 1978, p. 7

80. Legal Developments in Marketing . . . . . *Ray O. Werner, editor*
Vol. 42, No. 1, January 1978, pp. 104–111; Vol. 42, No. 2, April 1978, pp. 112–118; Vol. 42, No. 3, July 1978, pp. 114–121; Vol. 42, No. 4, October 1978, pp. 84–91

81. Marketing Abstracts . . . . . *Walter Gross, editor*
Vol. 42, No. 1, January 1978, pp. 112–121; Vol. 42, No. 2, April 1978, pp. 119–128; Vol. 42, No. 3, July 1978, pp. 122–132; Vol. 42, No. 4, October 1978, pp. 92–100

82. Book Reviews . . . . . *Robert Peterson, editor*
Vol. 42, No. 1, January 1978, pp. 122–126; Vol. 42, No. 2, April 1978, pp. 129–133; Vol. 42, No. 3, July 1978, pp. 133–136; Vol. 42, No. 4, October 1978, pp. 101–107

SOCIAL ASPECTS OF MARKETING

83. Abortion Services: Time for a Discussion of Marketing Policies . . . . . *Howard S. Gitlow*
Vol. 42, No. 2, April 1978, pp. 71–82

THEORY IN MARKETING

84. How Broad Should the Marketing Concept Be? . . . . . *Johan Arndt*
Vol. 42, No. 1, January 1978, pp 101–103

85. A General Paradigm of Marketing: In Support of the "3-Dichotomies Model" . . . . . *Shelby D. Hunt*
Vol. 42, No. 2, April 1978, pp. 107–110

AUTHOR INDEX

	Item Number
Abell, Derek F.	64
Anderson, Paul F.	44
Arndt, Johan	84
Atkin, Charles K.	26
Babb, Emerson M.	7, 24
Banting, Peter M.	48
Brooks, Douglas G.	41
Browne, William G.	14
Bursk, Edward C.	79
Cadotte, Ernest R.	22, 70
Carr, Richard P. Jr.	55
Carson, David	38
Choffray, Jean-Marie	49, 62
Cocanougher, A. Benton	77
Cohen, Dorothy	4, 33
Cotton, B. C.	7, 24
Cundiff, Edward W.	45
D'Amato, Nancy	3, 21
Diener, Betty J.	25
Donohue, Thomas R.	8
Dunne, Patrick M.	30
Dwyer, F. Robert	6
Dyer, Robert	5
Emerson, Susan	66
Etgar, Michael	15
Fennell, Geraldine	20
Fenwick, Ian	58, 67
Ferrell, O. C.	60
Finney, F. Robert	31, 34
Fogg, C. Davis	63, 65
Futrell, Charles M.	47, 76
Gitlow, Howard S.	83
Goldhar, Joel D.	50, 71
Grashof, John F.	50, 71
Green, Howard L.	19
Green, Robert T.	54
Greyser, Stephen A.	25
Gross, Walter	68, 74, 81
Henke, Lucy L.	8
Himmelstein, Susan Datres	1
Hise, Richard T.	61
Hoover, Robert J.	54
Hunt, Shelby D.	85
Ivancevich, John M.	77
Jacoby, Jacob	37, 69
Jones, Robert M.	23
Kangun, Norman	28
Kanuk, Leslie L.	13, 46, 75
Kelly, J. Patrick	61
Kohnken, Kent H.	63, 65
Kotler, Philip	17
Krum, James R.	39, 51
Labrecque, David P.	73
Lawler-Wilson, Clive	58, 67
Lazer, William	44
Lilien, Gary L.	49, 62
Locander, William B.	28
Luchsinger, L. Louise	30
McCrohan, Kevin F.	11
McVandon, Wayne	16
Meyer, Timothy P.	8
Miaoulis, George	3, 21
Mindak, William	17
Moriarty, Mark	72
Murphy, Patrick E.	28
Newman, Joseph W.	27
Peebles, Dean M.	2, 53
Peterson, Robert	82
Preston, Robert F.	6
Pruden, Henry O.	36
Reiten, E. D. (Pat)	14
Robinson, Larry M.	22, 70
Rogers, David S.	19
Rudelius, William	6
Ryans, John K. Jr.	2, 53
Saegert, Joel	54
Shama, Avraham	59
Shimp, Terence	5
Slade, Rod	66
St. John, Harry M.	52
Steiner, Robert L.	43, 57
Swan, John E.	47, 76
Taylor, James R.	27
Taylor, James W.	23
Todd, John T.	47, 76
Venkatesan, M.	72
Vernon, Ivan R.	2, 53
Vinson, Donald E.	16
von Hippel, Eric	42
Weaver, K. Mark	60
Webb, Peter H.	18
Webster, Frederick E. Jr.	40, 56
Werner, Ray O.	12, 32, 35, 80
Westbrook, Robert A.	27
White, Phillip D.	45
Wilkes, Robert E.	29
Wind, Yoram	50, 71
Wish, John	66
Yudelson, Julian E.	78

JOURNAL OF Marketing

SUBJECT AND AUTHOR INDEX TO VOLUME 43

Number 1—January 1979
Number 2—Spring 1979
Number 3—Summer 1979
Number 4—Fall 1979

American Marketing Association
222 S. Riverside Plaza
Chicago, Illinois 60606

SUBJECT INDEX

Item Number — *Authors*

ADVERTISING AND PROMOTION

1. Time-Compressed Speech in Radio Advertising . . . . . *Priscilla LaBarbera and James MacLachlan*
   Vol. 43, No. 1, January 1979, pp. 30–36
2. Lessons Learned from the Broadcast Cigarette Advertising Ban . . . . . *Sandra J. Teel, Jesse E. Teel, and William O. Bearden*
   Vol. 43, No. 1, January 1979, pp. 45–50
3. A Model and Methodology for the Development of Consumer Information Programs . . . . . *Noel Capon and Richard J. Lutz*
   Vol. 43, No. 1, January 1979, pp. 58–67
4. Institutional/Image Advertising and Idea/Issue Advertising as Marketing Tools: Some Public Policy Issues . . . . . *S. Prakash Sethi*
   Vol. 43, No. 1, January 1979, pp. 68–78
5. Comment . . . . . *Rance Crain*
   Vol. 43, No. 1, January 1979, p. 79
6. Comment . . . . . *Tracy Westen*
   Vol. 43, No. 1, January 1979, pp. 79–80
7. Marketing Communications in Nonbusiness Situations or Why It's So Hard to Sell Brotherhood Like Soap . . . . . *Michael L. Rothschild*
   Vol. 43, No. 2, Spring 1979, pp. 11–20
8. Trends in Sex Roles in Television Commercials . . . . . *Kenneth C. Schneider and Sharon Barich Schneider*
   Vol. 43, No. 3, Summer 1979, pp. 79–84
9. The Comparative Price Advertising Controversy: Consumer Perceptions of Catalog Showroom Reference Prices . . . . . *Murphy A. Sewall and Michael H. Goldstein*
   Vol. 43, No. 3, Summer 1979, pp. 85–92
10. Why Advertising and Promotional Costs Vary: Some Cross-Sectional Analyses . . . . . *Paul W. Farris and Robert D. Buzzell*
    Vol. 43, No. 4, Fall 1979, pp. 112–122

AWARD ANNOUNCEMENTS

11. Alpha Kappa Psi Foundation Award . . . . . *Jean-Marie Choffray and Gary L. Lilien*
    Vol. 43, No. 3, Summer 1979, p. 8
12. Harold H. Maynard Award . . . . . *Jacob Jacoby*
    Vol. 43, No. 3, Summer 1979, p. 8

COMMUNICATIONS AND PUBLIC RELATIONS

13. A Model and Methodology for the Development of Consumer Information Programs . . . . . *Noel Capon and Richard J. Lutz*
    Vol. 43, No. 1, January 1979, pp. 58–67
14. Marketing Communications in Nonbusiness Situations or Why It's So Hard to Sell Brotherhood Like Soap . . . . . *Michael L. Rothschild*
    Vol. 43, No. 2, Spring 1979, pp. 11–20

CONSUMER BEHAVIOR

15. Memory Factors in Consumer Choice: A Review . . . . . *James R. Bettman*
    Vol. 43, No. 2, Spring 1979, pp. 37–53
16. Purchase Intentions and Purchase Behavior . . . . . *Donald G. Morrison*
    Vol. 43, No. 2, Spring 1979, pp. 65–74
17. New Life-Style Determinants of Women's Food Shopping Behavior . . . . . *Mary Lou Roberts and Lawrence H. Wortzel*
    Vol. 43, No. 3, Summer 1979, pp. 28–39

Item Number — *Authors*

18. An Analysis of the Adolescent Consumer . . . . . *George P. Moschis and Gilbert A. Churchill Jr.*
Vol. 43, No. 3, Summer 1979, pp. 40–48

19. Componential Segmentation in the Analysis of Consumer Trade-Offs . . . *Paul E. Green and Wayne S. DeSarbo*
Vol. 43, No. 4, Fall 1979, pp. 83–91

GOVERNMENTAL AND REGULATORY ASPECTS

20. Institutional/Image Advertising and Idea/Issue Advertising as Marketing Tools: Some Public Policy Issues . . . . . *S. Prakash Sethi*
Vol. 43, No. 1, January 1979, pp. 68–78

21. Comment . . . . . *Rance Crain*
Vol. 43, No. 1, January 1979, p. 79

22. Comment . . . . . *Tracy Westen*
Vol. 43, No. 1, January 1979, pp. 79–80

23. Lessons Learned from the Broadcast Cigarette Advertising Ban . . . . . *Sandra J. Teel,*
Vol. 43, No. 1, January 1979, pp. 45–50 *Jesse E. Teel, and William O. Bearden*

24. Regulation and the Disadvantaged: The Case of the Creditors' Remedies Rule. . . . . *Alan R. Andreasen*
Vol. 43, No. 2, Spring 1979, pp. 75–83 *and Gregory D. Upah*

25. The Equal Credit Opportunity Act: An Evaluation . . . . . *John R. Nevin and Gilbert A. Churchill Jr.*
Vol. 43, No. 2, Spring 1979, pp. 95–104

26. The Admissibility of Consumer Surveys as Legal Evidence in Courts . . . . . *Fred W. Morgan*
Vol. 43, No. 4, Fall 1979, pp. 33–40

HISTORY AND TRENDS

27. Telephone Survey Methods: The State of the Art . . . . . *Tyzoon T. Tyebjee*
Vol. 43, No. 3, Summer 1979, pp. 68–78

28. The Admissibility of Consumer Surveys as Legal Evidence in Courts . . . . . *Fred W. Morgan*
Vol. 43, No. 4, Fall 1979, pp. 33–40

INDUSTRIAL MARKETING

29. Environmental Uncertainty and Buying Group Structure: An Empirical Investigation . . . . . *Robert E. Spekman*
Vol. 43, No. 2, Spring 1979, pp. 54–64 *and Louis W. Stern*

30. The Dimensions of Industrial New Product Success and Failure . . . . . *R. G. Cooper*
Vol. 43, No. 3, Summer 1979, pp. 93–103

INTERNATIONAL MARKETING

31. Market Expansion Strategies in Multinational Marketing . . . . . *Igal Ayal and Jehiel Zif*
Vol. 43, No. 2, Spring 1979, pp. 84–94

MARKETING MANAGEMENT

32. The Effectiveness of Marketing's "R & D" for Marketing Management: An Assessment . . . . . *John G. Myers,*
Vol. 43, No. 1, January 1979, pp. 17–29 *Stephen A. Greyser, and William F. Massy*

33. Optimizing the Allocation of a Fixed Resource: A Simple Model and Its Experimental Test. . . *J. Douglas Carroll,*
Vol. 43, No. 1, January 1979, pp. 51–57 *Paul E. Green, and Wayne S. DeSarbo*

34. Decision Support Systems for Marketing Managers . . . . . *John D. C. Little*
Vol. 43, No. 3, Summer 1979, pp. 9–26

Item Number — *Authors*

35. Customer-Oriented Approaches to Identifying Product-Markets . . . . . *George S. Day, Allan D. Shocker, and Rajendra K. Srivastava*
Vol. 43, No. 4, Fall 1979, pp. 8–19

36. Toward Strategic Intelligence Systems . . . . . *David B. Montgomery and Charles B. Weinberg*
Vol. 43, No. 4, Fall 1979, pp. 41–52

37. Comment . . . . . *William E. Rothschild*
Vol. 43, No. 4, Fall 1979, pp. 53–54

38. Innovation Diffusion and New Product Growth Models in Marketing . . . . . *Vijay Mahajan and Eitan Muller*
Vol. 43, No. 4, Fall 1979, pp. 55–68

39. Toward a Concept of Domesticated Markets . . . . . *Johan Arndt*
Vol. 43, No. 4, Fall 1979, pp. 69–75

40. Comment . . . . . *Bent Stidsen*
Vol. 43, No. 4, Fall 1979, pp. 76–79

41. Comment . . . . . *Charles S. Goodman*
Vol. 43, No. 4, Fall 1979, pp. 79–82

42. A Cost-Benefit Approach to Marketing Segmentation . . . . . *Frederick W. Winter*
Vol. 43, No. 4, Fall 1979, pp. 103–111

PLANNING AND STRATEGY

43. Strategies for Introducing Marketing into Nonprofit Organizations . . . . . *Philip Kotler*
Vol. 43, No. 1, January 1979, pp. 37–44

44. Market Expansion Strategies in Multinational Marketing . . . . . *Igal Ayal and Jehiel Zif*
Vol. 43, No. 2, Spring 1979, pp. 84–94

45. The Role of Laboratory Experiments to Test Marketing Strategies . . . . . *Alan G. Sawyer, Parker M. Worthing, and Paul E. Sendak*
Vol. 43, No. 3, Summer 1979, pp. 60–67

46. Customer-Oriented Approaches to Identifying Product-Markets . . . . . *George S. Day, Allan D. Shocker, and Rajendra Srivastava*
Vol. 43, No. 4, Fall 1979, pp. 8–19

47. Toward Strategic Intelligence Systems . . . . . *David B. Montgomery and Charles B. Weinberg*
Vol. 43, No. 4, Fall 1979, pp. 41–52

48. Comment . . . . . *William E. Rothschild*
Vol. 43, No. 4, Fall 1979, pp. 53–54

49. Innovation Diffusion and New Product Growth Models in Marketing . . . . . *Vijay Mahajan and Eitan Muller*
Vol. 43, No. 4, Fall 1979, pp. 55–68

50. Componential Segmentation in the Analysis of Consumer Trade-Offs . . . *Paul E. Green and Wayne S. DeSarbo*
Vol. 43, No. 4, Fall 1979, pp. 83–91

PRICING

51. Delegating Pricing Authority to the Sales Force: The Effects on Sales and Profit Performance . . . . . *P. Ronald Stephenson, William L. Cron, and Gary L. Frazier*
Vol. 43, No. 2, Spring 1979, pp. 21–28

52. Pricing the Product Line During Periods of Scarcity . . . . . *Kent B. Monroe and Andris A. Zoltners*
Vol. 43, No. 3, Summer 1979, pp. 49–59

RESEARCH AND FORECASTING

53. The Role of Laboratory Experiments to Test Marketing Strategies . . . . . *Alan G. Sawyer, Parker M. Worthing, and Paul E. Sendak*
Vol. 43, No. 3, Summer 1979, pp. 60–67

54. Telephone Survey Methods: The State of the Art . . . . . *Tyzoon T. Tyebjee*
Vol. 43, No. 3, Summer 1979, pp. 68–78

55. Testing Thirteen Attitude Scales for Agreement and Brand Discrimination . . . *Russell I. Haley and Peter B. Case*
Vol. 43, No. 4, Fall 1979, pp. 20–32

Item Number — *Authors*

56. Componential Segmentation in the Analysis of Consumer Trade-Offs . . . *Paul E. Green and Wayne S. DeSarbo*
Vol. 43, No. 4, Fall 1979, pp. 83–91

57. Analyzing Large Multiway Contingency Tables: A Simple Method for Selecting Variables . . . *William R. Dillon*
Vol. 43, No. 4, Fall 1979, pp. 92–102

RETAILING

58. Recent Retailing Texts: A Comparative Review . . . . . *Robert F. Lusch*
Vol. 43, No. 4, Fall 1979, pp. 149–155

SALES MANAGEMENT AND SELLING

59. Delegating Pricing Authority to the Sales Force: The Effects on Sales and Profit Performance . . . . . *P. Ronald Stephenson, William L. Cron, and Gary L. Frazier*
Vol. 43, No. 2, Spring 1979, pp. 21–28

SECTIONS

60. From the Editor . . . . . *Jerry Wind*
Vol. 43, No. 1, January 1979, pp. 9–12; Vol. 43, No. 2, Spring 1979, pp. 8–10; Vol. 43, No. 3, Summer 1979, pp. 6–7; Vol. 43, No. 4, Fall 1979, pp. 6–7

61. Legal Developments in Marketing . . . . . *Ray O. Werner, editor*
Vol. 43, No. 1, January 1979, pp. 81–90; Vol. 43, No. 2, Spring 1979, pp. 116–130; Vol. 43, No. 3, Summer 1979, pp. 104–110; Vol. 43, No. 4, Fall 1979, pp. 123–131

62. Marketing Issues . . . . . *John Coulson, editor*
Vol. 43, No. 1, January 1979, p. 91; Vol. 43, No. 2, Spring 1979, p. 115; Vol. 43, No. 3, Summer 1979, p. 111; Vol. 43, No. 4, Fall 1979, pp. 132–134

63. Marketing Abstracts . . . . . *Walter Gross, editor*
Vol. 43, No. 1, January 1979, pp. 92–101; Vol. 43, No. 2, Spring 1979, pp. 116–130; Vol. 43, No. 3, Summer 1979, pp. 112–123; Vol. 43, No. 4, Fall 1979, pp. 135–148

64. Book Reviews . . . . . *Robert Peterson, editor*
Vol. 43, No. 1, January 1979, pp. 102–103; Vol. 43, No. 2, Spring 1979, pp. 131–133; Vol. 43, No. 3, Summer 1979, pp. 124–127; Vol. 43, No. 4, Fall 1979, pp. 149–155

SOCIAL ASPECTS OF MARKETING

65. Social Marketing: Its Ethical Dimensions . . . . . *Gene R. Laczniak, Robert F. Lusch, and Patrick E. Murphy*
Vol. 43, No. 2, Spring 1979, pp. 29–36

66. Regulation and the Disadvantaged: The Case of the Creditors' Remedies Rule . . . . . *Alan R. Andreasen and Gregory D. Upah*
Vol. 43, No. 2, Spring 1979, pp. 75–83

67. The Equal Credit Opportunity Act: An Evaluation . . . . . *John R. Nevin and Gilbert A. Churchill Jr.*
Vol. 43, No. 2, Spring 1979, pp. 95–104

THEORY IN MARKETING

68. Toward a Concept of Domesticated Markets . . . . . *Johan Arndt*
Vol. 43, No. 4, Fall 1979, pp. 69–75

69. Comment . . . . . *Bent Stidsen*
Vol. 43, No. 4, Fall 1979, pp. 76–79

70. Comment . . . . . *Charles S. Goodman*
Vol. 43, No. 4, Fall 1979, pp. 79–82

AUTHOR INDEX

	Item Number
Andreasen, Alan R.	24, 66
Arndt, Johan	39, 68
Ayal, Igal	31, 44
Bearden, William O.	2, 23
Bettman, James R.	15
Buzzell, Robert D.	10
Capon, Noel	3, 13
Carroll, J. Douglas	33
Case, Peter B.	55
Churchill, Gilbert A. Jr.	18, 25, 67
Cooper, R. G.	30
Coulson, John	62
Crain, Rance	5, 21
Cron, William L.	51, 59
Day, George S.	35, 46
DeSarbo, Wayne S.	19, 33, 50, 56
Dillon, William R.	57
Farris, Paul W.	10
Frazier, Gary L.	51, 59
Goldstein, Michael H.	9
Goodman, Charles S.	41, 70
Green, Paul E.	19, 33, 50, 56
Greyser, Stephen A.	32
Gross, Walter	63
Haley, Russell I.	55
Kotler, Philip	43
LaBarbera, Priscilla	1
Laczniak, Gene R.	65
Little, John D. C.	34
Lusch, Robert F.	58, 65
Lutz, Richard J.	3, 13
MacLachlan, James	1
Mahajan, Vijay	38, 49
Massy, William F.	32
Monroe, Kent B.	52
Montgomery, David B.	36, 47
Morgan, Fred W.	26, 28
Morrison, Donald G.	16
Moschis, George P.	18
Muller, Eitan	38, 49
Murphy, Patrick E.	65
Myers, John G.	32
Nevin, John R.	25, 67
Peterson, Robert	64
Roberts, Mary Lou	17
Rothschild, Michael L.	7, 14
Rothschild, William E.	37, 48
Sawyer, Alan G.	45, 53
Schneider, Kenneth C.	8
Schneider, Sharon Barich	8
Sendak, Paul E.	45, 53
Sethi, S. Prakash	4, 20
Sewall, Murphy A.	9
Shocker, Allan D.	35, 46
Spekman, Robert E.	29
Srivastava, Rajendra K.	35, 46
Stephenson, P. Ronald	51, 59
Stern, Louis W.	29
Stidsen, Bent	40, 69
Teel, Jesse E.	2, 23
Teel, Sandra J.	2, 23
Tyebjee, Tyzoon T.	27, 54
Upah, Gregory D.	24, 66
Weinberg, Charles B.	36, 47
Werner, Ray O.	61
Westen, Tracy	6, 22
Wind, Jerry	60
Winter, Frederick W.	42
Worthing, Parker M.	45, 53
Wortzel, Lawrence H.	17
Zif, Jehiel	31, 44
Zoltners, Andris A.	52